

Rep Order# 6830030 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Showing Baylines: All Lines  
Last Received: 06/

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Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ).BERKLEY FOR SENATE  
Product BERKLEY FOR SENATE  
Estimate# 30S  
Buyer MICHAEL DETTORRE  
Phone#

**Agency** ( ) SHORR,JOHNSON,MAGN  
1831 CHESTNUT ST. #602  
PHILADELPHIA, PA 19103  
**Agency C/P/E** //30S  
**Flight Dates** 10/09/2012 - 10/15/2012  
**Hiams Weeks**

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) AMX MCCREAR  
**Salesperson Phone#** 215-568-6540  
**Salesperson FAX#** 215-568-1845

- CONTRACT COMMENT -

BERKLEY FOR SENATE -30S WEEK 4 SC=\*

— REMARKS —

THIS IS A NEW POLITICAL ORDER. CHECK AND FOM TO BE SENT  
TO STATION. PLS ADVISE NA'S ASAP. PLS CNF. MTR

LT	In	Day	Time	Program
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1	TU-F	430A-459A	---	---
2	M	430A-459A	Buyline Comment:	NEWS
3	M	5A-6A	Buyline Comment:	NEWS

=:30	\$300.00	10/09-10/12	8	1	8	\$2,400.00
=:30	\$300.00	10/15-10/15	2	.	1	\$600.00
=:30	\$400.00	10/15-10/15	3	1	2	\$1,200.00
=:30	\$400.00	10/09-10/12	12	1	3	\$4,800.00

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Printed: 06/27/2012 9:37 AM  
Last Received: 06/27/2012 6:56 AM  
Showing Buylines: All Lines

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Station Advertiser Product Estimate# Buyer Phone# Fax# LT	LN	Day	Time	Program	Agency ( BERKLEY FOR SENATE 30S MICHAEL DETIURRE	Agency C/P/I/P2/E Flight Dates Hiatus Weeks	Len	Rate	Dates	Spots/Week	# of Weeks	Total Shots	Total Cost	Daypart
					SHORR,JOHNSON,MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103									
10	M		12P-1230P				:30	\$175.00	10/15-10/15	1	1	1	\$175.00	
11	M		9A-10A				:30	\$175.00	10/15-10/15	1	1	1	\$175.00	
12	TU-F		9A-10A				:30	\$175.00	10/09-10/12	4	1	4	\$700.00	
13	TU-F		3P-4P				:30	\$200.00	10/09-10/12	4	1	4	\$800.00	
14	M		3P-4P				:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
15	M		430P-5P				:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
16	TU-F		430P-5P				:30	\$300.00	10/09-10/12	4	1	4	\$1,200.00	
17	TU-F		4P-430P				:30	\$300.00	10/09-10/12	4	1	4	\$1,200.00	
18	M		4P-430P				:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
19	M		5P-630P				:30	\$450.00	10/15-10/15	2	1	2	\$900.00	

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Station	KSNV-TV LAS VEGAS, NV.	Agency	( ) SHORR,JOHNSON,MAGNUS	Rep Firm
Advertiser	( ) BERKLEY FOR SENATE	1831 CHESTNUT ST. #602	Sales Office ( ) PHILADELPHIA	
Product	BERKLEY FOR SENATE	PHILADELPHIA, PA 19103	Salesperson ( ) AMY MCCREARY	
Estimate#	30S	Agency C/P1/P2/E //30S	Salesperson Phone# 215-568-6540	
Buyer	MICHAEL DETTORRE	Flight Dates 10/09/2012 - 10/15/2012	Salesperson FAX# 215-568-1845	
Phone#		Hiatus Weeks		
Fax#				
LT	In	Day	Time	Program
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20	TU-F	5P-630P		Buyline Comment: NEWS
21	TU-F	730P-8P		Buyline Comment: FACE
22	M	730P-8P		Buyline Comment: FACE
23	SA	730P-8P		Buyline Comment: VEGAS INC
24	M	630P-730P		Buyline Comment: JEP/WHEEL
25	TU-F	630P-730P		Buyline Comment: JEP/WHEEL
26	SA	630P-730P		Buyline Comment: JEP/WHEEL
27	SU	830P-930P		Buyline Comment: NEWS AFTER NFL IN PRIME
28	F	9P-10P		Buyline Comment: GRIMM
29	F	8P-9P		Buyline Comment: WHIT/COMM
30	W	9P-10P		Buyline Comment: SVJ

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Advertiser ( ) BERKLEY FOR SENATE  
Product BERKLEY FOR SENATE  
Estimate# 30S  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

LT In Day Time Program  
--- --- --- --- ---

Agency ( ) SHORR,JOHNSON,MAGNUS  
1831 CHESTNUT ST. #602  
PHILADELPHIA, PA 19103  
Agency CPI/P2/E //30S  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart  
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Buyline Comment: CHICAGO FIRE

32 TU-F 1235A-  
135A  
Buyline Comment: FALCON

:30 \$75.00 10/09-10/12 4 1 1 4 \$300.00

33 M 1235A-  
135A  
Buyline Comment: FALCON

:30 \$75.00 10/15-10/15 1 1 1 1 \$75.00

34 M 1135P-  
1235A  
Buyline Comment: FALCON

:30 \$185.00 10/15-10/15 2 1 1 2 \$370.00

35 TU-F 1135P-  
1235A  
Buyline Comment: TON SHOW

:30 \$185.00 10/09-10/12 8 1 1 8 \$1,480.00

36 TU-F 11P-1135P  
Buyline Comment: NEWS

:30 \$425.00 10/09-10/12 4 1 1 4 \$1,700.00

37 M 11P-1135P  
Buyline Comment: NEWS

:30 \$425.00 10/15-10/15 1 1 1 1 \$425.00

38 SA-SU 11P-1135P  
Buyline Comment: NEWS

:30 \$400.00 10/13-10/14 2 1 1 2 \$800.00

39 SA 7A-9A  
Buyline Comment: SAT TODAY

:30 \$225.00 10/13-10/13 2 1 1 2 \$450.00

40 SA 6A-7A  
Buyline Comment: NEWS

:30 \$150.00 10/13-10/13 2 1 1 2 \$300.00

41 SA 9A-930A  
Buyline Comment: NEWS

:30 \$200.00 10/13-10/13 1 1 1 1 \$200.00

Rep Firm PHILADELPHIA  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone#: 215-568-6540  
Salesperson FAX#: 215-568-1845

